



Geographic Literacy Campaign Plan

Working Draft

Date: June 14, 2010

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Note: For Geographic literacy webinar and kiosk planning, see Addendum documents

Purpose

Based on the principles of Information Literacy, this campaign is designed to serve both Montana librarians and Montana library patrons to identify and formulate geographic inquiries, to identify and use geographic and natural resources-related information sources for discovering needed information, and to help users understand how this information can be used to answer a wide variety of information needs from any discipline. There will be two types of campaign products:

- Geographic literacy webinars that deliver training on geographic concepts plus self-guided, online training materials derived from these webinars.
- Individual, thematic natural resource kiosks (each containing a suite of subject guides and packaged web resources) and the user documentation needed to aid with kiosks use. Kiosks will contain geographic literacy self-guided products.

Campaign Goals (broad statements, not measurable—helps prevent "scope creep")

- Educate librarians to identify geographic (spatial) inquiries
- Develop a suite of subject guides and packaged web resources to respond to geographic and natural resources inquiries (Natural Resources Kiosks)
- Develop a curriculum for web-based online trainings to educate librarians and patrons about geographic and natural resources principles and topics
- Develop a marketing campaign to promote geographic literacy as a party of the wider MSL literacy campaigns
- Increase Montanans' familiarity with and use of the Montana Natural Resource Information Systems ([NRIS](#))

Roles and Responsibilities

Geographic Literacy Committee

Personnel	Responsibility
Jennie Stapp, MSL CIO	Oversight, external coordination with subject matter experts, communicate with upper management
Sarah McHugh, MSL Statewide Library Projects	Communicate with Task Force, publicizing campaign within existing library channels, envision tie in with other statewide projects, campaign liaison to the NRIS Advisory Counsel
Sara Groves, MSL Marketing and Communications	Develop marketing materials for the public, coordinate marketing efforts with outside partners, and publicize campaign and products.
Diane Papineau, MSL/NRIS GIS Analyst	Project documentation, develop geographic literacy webinars and self-guiding materials, develop kiosk self-guided user documentation, writing test plan, deliver geographic literacy webinars

Extended Project Team

Personnel	Responsibility
Tom Marino and Stacy Bruhn	Design/development of kiosks (web interface)
Product testers: GL committee/team, NRIS staff, subject matter expert <i>educators</i> , library consultants, Lauren McMullen	Internal testing during development and before release
Campaign Task Force of librarians to guide content (see section below for member list)	Offer regular feedback about the content and deliverables of this campaign, testing, user (patron) advocacy
Statewide Library Consultants	Promoting and informing librarians about the kiosks and webinars
Kiosk trainer: <?>	Planning, coordination, and delivery of kiosk use training

Subject Matter Experts (members will fluctuate depending upon theme of kiosk)	Advise campaign regarding available web-based content, obtain permission to use content when needed
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Campaign Stakeholders and Advisors

- Librarians across the state of Montana
- Montana library patrons
- Montana citizens
- NRIS and the NRIS Advisory Committee
- Montana State Library staff
- Network Advisory Committee (NAC)
- Subject matter experts (on behalf of their users)
- State government agencies and executive branch

Campaign Endorsement

- Darlene Staffeldt, State Librarian
- Bob Cooper, Director, Statewide Library Resources
- Evan Hammer, NRIS Manager

Campaign Task Force (tentative as of late May 2010)

- Marje Doyle, Elizabeth Jonkel: Missoula Public Library
- Pad McCracken: Lewis and Clark Public Library
- Cherie Hesser: Rosebud County Library (Forsyth)
- Carolyn Wells: Glasgow City-County Library
- Colet Bartow: OPI/Schools
- Jennie Burroughs: UM Mansfield Library
- Jim Kammerer: Montana State Library
- Gayle Shirley: Legislative Services Division
- Hope Stockwell: (alternate for Legislative Services Division)

Assumptions

- There is a need for aggregated information resources by theme to empower librarians and citizens with inquiries related to natural resources and land.
- MSL has resources available to support staff time to plan and create the campaign deliverables.
- Kiosk content will leverage existing web tools provided by a variety of subject matter experts.
- The majority of new content created is training resources (webinars and user documents) and kiosk web pages.

Dependencies

- We are very dependent upon how well developed (or not) the online tools are that the kiosks will use. For non-MSL content, MSL has very little influence upon their development.
- Some partner (subject matter experts) funding for marketing.
- MSL organizational commitment.

Constraints/Requirements

- No budget currently (printing? Travel for training events?).
- Can not use LSTA (federal) funding.
- Kiosks content must be modular; content can be used and reused as appropriate for each kiosk.
- These kiosks can not depend upon the subject matter experts changing their content to meet the campaign goals; however, our attempt to use their content may present an opportunity to provide usability feedback (see Opportunities and Risk below).
- Kiosk Help files should be written in a way that doesn't require updating when the SMEs change their tools or web content

Opportunities

- Possible revelation of additional roles that NRIS and MSL can play as a natural resource information provider.
- Influence the organization of NRIS website content.
- User feedback related to the usability and function of existing natural resource tools created by NRIS or other partners.
- Aids in demonstrating government transparency and data access by citizens.
- Continued librarian training on the use of GIS for library development and with library patron requests.

MSL Risks

- Even with creating kiosks, they could end up underutilized.
- Linking to so many existing resources, some with duplicate functions, may make the kiosks feel overwhelming to librarians and patrons. Choose content wisely.
- Once Kiosks are create, who manages their content over the next many years, watching for changes in SME tools (edits, removal, etc). Who updates the Help files?
- Creating the kiosk web page(s), but failing to create the associated user documentation and webinars to assist librarians and patrons with the kiosks and geographic literacy topics.
- We incorporate web-based tools (hunt planner, cadastral mapper) and those tools are not easy to use or they do not come with user documentation. Will we be writing their user documents for them? Will we ask them to do so?
- If there are weaknesses or underlying problems with the subject matter expert tools used in these kiosks (and we don't notice these problems before incorporating), it may reflect poorly on MSL.
- We incorporate web-based existing tools and those tools are ultimately abandoned by their authors.

Existing Reference Documents/Programs/Tools

- [Montana Geographic Information System \(GIS\) Portal](#)
- [Montana Place Names Companion](#)
- [Montana Geography Facts](#)
- [Montana Digital Atlas](#)
- [Montana Topographic Map Finder \(Topofinder I\)](#)
- [What is a Geographic Information System?](#)
- Statewide Library Projects
(http://msl.state.mt.us/For_Librarians/Statewide_Projects/default.asp)
- Campaign survey used at MLA April 2010
- Geographic Literacy webinar delivered March 2010
- Ask Montana database of library patron questions and answers.

Campaign Objectives/Deliverables (narrower statements, measurable, not specific tasks)

Phase I (Active Phase)

Create campaign plan.

Phase II (Active Phase)

Simultaneously:

- Develop a prototype kiosk (hunting theme) with associated user documentation.
- Develop one geographic literacy webinar covering one geographic concept that seems most useful for the prototype kiosk success.
- Develop marketing/publicity materials for:
 - Geographic literacy campaign in general, and campaign products for first webinar
 - Prototype kiosk (hunting)

Phase III

Simultaneously:

- Develop a 3-4 kiosks per year with associated user documentation. Themes chosen will be based on user surveys and task force feedback. See Themes/Topics section below.
- Develop 2-3 geographic literacy webinars per year covering geographic concepts. See Themes/Topics section below.
- Develop marketing/publicity materials for:
 - Geographic literacy campaign products
 - Kiosks

Phase IV

- Monitor existing resources included in kiosks
- Continue to deliver geographic literacy webinars to librarians and members of the public
- Monitor geographic literacy

Themes/Topics (further described later in campaign planning addendum documents)


























Geographic Literacy (proposed)

- Public Land Survey System: township/range/section (prototype?)
- Latitude/Longitude
- Map Reading
- Land ownership
- Land legal descriptions
- Water rights concepts
- Finding map resources-overview (map types, archive maps, paper maps, online map applications, online spatial data such as "look up" query systems, GIS data, and air photos)

Kiosks (proposed)

- Hunting (prototype)
- Fishing
- Water rights
- Mines (claims, mining, energy development permitting, environment, cleanup)
- Agriculture (soils, precip, etc.)
- Energy (DEQ Energy Atlas?)
- History (MT Place names companion, Memory project, etc. US Board of Geographic Names)
- Recreation (hiking, water sports, birding, native plants)
- Scientists/researchers/specialists (GIS portal, Heritage tools, FWP crucial areas, etc.)

Milestones and Schedule—Phase I and II (Active Phases)

		Name	Duration	Start	Finish	Prede...	Resource Names
1		"<tasks>" (_ days): "MEETING: _ " (0 days): "*** <milestone>" (0 days)	0 days?	5/13/10 8:00 AM	5/13/10 8:00 AM		
2		 Phase I--Planning	23 days?	5/14/10 8:00...	6/15/10 5:00...		
3		Write draft planning doc	1 day?	5/14/10 8:00 AM	5/14/10 5:00 PM		Diane
4		Review Plan and survey	2 days	5/17/10 8:00 AM	5/18/10 5:00 PM	3	GLcommittee
5		Revise planning doc	1 day	5/19/10 8:00 AM	5/19/10 5:00 PM	4	Diane
6		Review plan (internal)	3 days	5/20/10 8:00 AM	5/24/10 5:00 PM	5	GLcommittee
7		** Submit plan to State Librarian	0 days	5/24/10 5:00 PM	5/24/10 5:00 PM	6	Jennie
8		Form Task Force (due June 1)	3 days	5/25/10 8:00 AM	5/27/10 5:00 PM	7	Sarah
9		** State Librarian Plan endorsement	0 days	5/24/10 5:00 PM	5/24/10 5:00 PM	7	Jennie
10		MEETING: B. Cooper Meeting regarding staffing	0 days?	6/8/10 8:00 AM	6/8/10 8:00 AM		Jennie;Sarah
11		Notify NAC by email	1 day?	6/15/10 8:00 AM	6/15/10 5:00 PM		Sarah
12		MEETING: Task Force Conference call	0 days?	6/15/10 8:00 AM	6/15/10 8:00 AM	9	GLcommittee;Sarah
13		 Phase II--Prototypes	87 days?	5/13/10 8:00...	9/13/10 8:00...		
14		MEETING: with FWP	0 days	5/24/10 5:00 PM	5/24/10 5:00 PM	9	GLcommittee
15		MEETING: Kisok Content Selection	0 days	5/24/10 5:00 PM	5/24/10 5:00 PM	14	GLcommittee
16		Review of SME tools and User Docs (make or break)	2 days	5/25/10 8:00 AM	5/26/10 5:00 PM	15	Diane;GL committee
17		Dialog with SMEs re: tools (can use, can't use, needs work)	5 days	6/3/10 8:00 AM	6/9/10 5:00 PM	21	Jennie
18		** Decide on Geog Lit Webinar content for Prototype	0 days?	6/9/10 5:00 PM	6/9/10 5:00 PM	17	GLcommittee
19		** Decide on prototype kiosk content	0 days?	5/26/10 8:00 AM	5/26/10 8:00 AM		GLcommittee
20		MEETING: with technologists about kiosk	0 days?	5/26/10 8:00 AM	5/26/10 8:00 AM	19	GLcommittee;Stacy;Tom
21		Assess Cadastral web tool for usability	3 days?	5/31/10 8:00 AM	6/2/10 5:00 PM		Diane
22		** Create Hunting Kiosk CONCEPT to assist help and test writing	0 days	6/10/10 8:00 AM	6/10/10 8:00 AM		Stacy;Tom
23		Create Hunting kiosk ROUGH DRAFT	17 days?	5/26/10 8:00 AM	6/17/10 5:00 PM	20	Tom
24		Create Hunting kiosk Help ROUGH DRAFT	16 days	6/10/10 8:00 AM	7/1/10 5:00 PM	22	Diane
25		** Submit kiosk with Help to testers	0 days?	7/7/10 5:00 PM	7/7/10 5:00 PM	29	Jennie
26		MEETING: NRIS Advisory Committee	0 days?	6/17/10 8:00 AM	6/17/10 8:00 AM		NRIS
27		Review (internal) of draft Kiosk and draft Help system	2.75 days?	6/18/10 8:00 AM	6/22/10 3:00 PM	23	GLcommittee;NRIS
28		Create GL Webinar	5 days	7/8/10 8:00 AM	7/14/10 5:00 PM	25	Diane
29		Write Test script (self-guiding)	2 days?	7/2/10 8:00 AM	7/5/10 5:00 PM	24	Diane
30		Testing: Kiosk and Help ROUGH DRAFT (July 7 - 16)	8 days?	7/8/10 8:00 AM	7/19/10 5:00 PM	25	GLcommittee;NRIS;T...
31		Compile comments and decide actions	2 days?	7/20/10 8:00 AM	7/21/10 5:00 PM	30	GLcommittee;Tom
32		MEETING: Online with Task Force (welcome) July 9	0 days?	7/19/10 5:00 PM	7/19/10 5:00 PM	30	GL committee;Task Fo...
33		Revise Hunting Kiosk-FINAL DRAFT July 2	5 days?	7/22/10 8:00 AM	7/28/10 5:00 PM	31	Tom
34		Revise Hunting Kiosk Help- FINAL DRAFT July 2	5 days?	7/22/10 8:00 AM	7/28/10 5:00 PM	31	Diane
35		** Geographic literacy campaign marketing materials COMPLETE	0 days	8/2/10 8:00 AM	8/2/10 8:00 AM	23	Sara
36		** Hunting kiosk marketing materials COMPLETE	0 days?	8/2/10 8:00 AM	8/2/10 8:00 AM	23	Sara
37		** Library channels announcement of the GL campaign in general	0 days?	8/2/10 8:00 AM	8/2/10 8:00 AM	35	Sara;Sarah
38		** Launch/announce Geographic literacy webinar	0 days?	7/14/10 5:00 PM	7/14/10 5:00 PM	28	Sara
39		** Mail postcard to hunters about the GL webinar and hunting kiosks	0 days?	7/28/10 5:00 PM	7/28/10 5:00 PM	33	Sara
40		Train trainer regarding Hunting kiosk	1 day?	7/29/10 8:00 AM	7/29/10 5:00 PM	33	
41		Revise test script if needed	1 day?	7/29/10 8:00 AM	7/29/10 5:00 PM	34	Diane
42		Testing: Kiosk and Help FINAL DRAFT before release	5 days?	7/29/10 8:00 AM	8/4/10 5:00 PM	33	Testers
43		Compile comments and decide actions	1 day?	8/5/10 8:00 AM	8/5/10 5:00 PM	42	GLcommittee;Tom
44		Hunting licenses mailed by FWP to hunters	0 days?	8/16/10 8:00 AM	8/16/10 8:00 AM		
45		Revise FINAL Kiosk	1 day?	8/6/10 8:00 AM	8/6/10 5:00 PM	43	Tom
46		Revise FINAL Kiosk Help	1 day?	8/6/10 8:00 AM	8/6/10 5:00 PM	43	Diane
47		** Deliver GL webinar	0 days?	8/18/10 8:00 AM	8/18/10 8:00 AM		Diane
48		** Launch/Announce Hunting Kiosk	0 days?	8/18/10 8:00 AM	8/18/10 8:00 AM	45	
49		MEETING: Fall workshop (Great Falls) session on GIS and libraries	0 days?	9/13/10 8:00 AM	9/13/10 8:00 AM		

Milestones and Schedule—Phase III (very rough)

Additional kiosks and Geographic Literacy webinars:

- December 2010
- April 2011
- August 2011
- December 2011
- April 2012
- August 2012
- December 2012
- April 2013
- August 2013
- December 2013

Milestones and Schedule—Phase IV

- Monitoring kiosk components under SME control
- Assessing geog literacy of librarians
- Repeat geog literacy webinars

Sandbox (questions, thoughts, ideas for follow up)

- The largest workload appears to be planning, kiosk layout/presentation, help documentation on using the kiosk, webinars on geographic literacy.
- How can we use AskMontana to inform this campaign?
- Because of the change in status of AskMontana this will no longer be a viable resource in its present form. MSL is currently considering how to maintain this knowledge resource in another form.
- How could this campaign make use of social media and ideas from the web-based trainers group?
- How does this campaign and the first prototypes affect NRIS goals, mission, website, etc.
- When do we get ArcGIS Explorer involved?
- Priority for user docs for kiosks: 1) self-guiding Help launched from kiosk 2) create webinar

- Priority for geographic literacy content: 1) create webinar and record it 2) post recorded webinar online.
- For the Hunting kiosk, what outdoor stores can be leveraged for marketing purposes (post card drops, etc.)